

**Lower Fraser Valley Exhibition Association
6050A – 176 Street
Surrey, BC
V3S 4E7**

**Request for Expressions of Interest
Operation of the Cloverdale Weekend Market**

The City of Surrey: The City of Surrey is an energetic and dynamic city known for business and investment opportunities supported in part by its progressive and forward thinking economic vision. Surrey is a city within the greater Vancouver Census Metropolitan Area just over 40 minutes from downtown Vancouver and 30 minutes from the Vancouver International Airport. The City's population, estimated at 485,000 people, experienced a growth rate of 13%+ from 2001 to 2006 and is centered in a region that has a population in excess of 2.2 million people. The City of Surrey is the second largest city in B.C. Based on its high growth rate, Surrey will surpass Vancouver to become the largest city in the Province in terms of population in the next 20 years ±.

Surrey's City Centre has been identified as Metro Vancouver's "2nd metropolitan core" and the downtown for the Fraser Valley. The City is traversed by five major highways and four railways, has deep-sea docking facilities, and is located near an international airport. Two Canada/United States border crossings are located on the southerly boundary of Surrey.

Cloverdale: Settled in the mid to late 1800s, Cloverdale grew from a largely rural and agricultural community into a bustling hub of residential and commercial development due in large part to its strategic location on and connections to the railway.

Today, Cloverdale, which is home to the Surrey Museum & Archives, unique heritage buildings, and a quaint "Main Street," retains much of its historic ambiance. Cloverdale's small town charm has made it a sought after location for filming, providing the backdrop for a variety of movies and TV shows, including the popular television series *Smallville*.

Cloverdale provides a focus for the celebration of Surrey's agricultural heritage as well. Each year, the Cloverdale Fairgrounds plays host to the Cloverdale Rodeo and Exhibition. It is one of the largest rodeos in Canada and attracts world class cowboys and cowgirls to compete for hundreds of thousands of dollars in prize money.

The Annual Cloverdale Blueberry Festival is another annual event celebrated in the Cloverdale community with much of the entertainment associated with this event being held in the Cloverdale town centre.

In addition to Cloverdale's historic neighborhoods, the community is experiencing residential growth in neighborhoods such as Clayton and West Cloverdale providing a full range of housing types. Leisure attractions in the area include the Fraser Downs Racetrack & Casino on the Cloverdale Fairgrounds and the Northview Golf & Country Club, which formerly played host to the PGA's Air Canada Championship.

Request for Proposals:

For over 25 years the Fairgrounds have been the host to numerous Swap Meets, Markets, Trade Shows and the weekly Cloverdale Flea Market at the south end of the fairgrounds. The LFVEA is interested in revitalizing the current weekend event with an eye to a more expanded offering which could include many items and services typically found at successful urban markets throughout North America.

The LFVEA is seeking proposals from qualified operators to assume management, marketing, and operation of the Sunday or Saturday & Sunday market. Proposals should include at minimum the following information:

- Qualifications of the Operator
- CV's of key team members
- Examples of successfully executed past projects
- Scope of products and services to be offered
- Outline of Marketing plan
- Financial compensation to the LFVEA for use of the Alice MacKay, Shannon Hall, exterior lands, and parking space that would result.

Deadline for Submissions: April 15, 2011

Communication of Results: April 24, 2011

Start date of 1st Market: June 5, 2011 and continuing each weekend thereafter.

Submissions are to be submitted to:

Dave Melenchuk, General Manager

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